



UNIVERSITI PUTRA MALAYSIA

***LOCAL COMMUNITIES' SATISFACTION TOWARDS FACILITIES
AND SERVICES IN GELANGGI CAVE***

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UNIVERSITI PUTRA MALAYSIA**

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**LOCAL COMMUNITIES' SATISFACTION TOWARDS FACILITIES
AND SERVICES IN GELANGGI CAVE**

by

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Requirements for the Degree of Bachelor of Park and Recreation
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DEDICATIONS

To my beloved parents,

I love both of you,

Who always picked me on time and encouraged me to go on
every adventure especially this one.



ABSTRACT

Understanding local communities' satisfaction towards facilities and services in Gelanggi Cave is important because accessibility to go there is very poor and there are less variety of activities that can be done there. It is also to determine whether Gelanggi Cave suitable to become one of the tourism place in Malaysia or not. This study was conducted to identify factors affecting local communities' satisfaction towards facilities and services in Gelanggi Cave. Then, this study also conducted to identify local communities' satisfaction towards facilities and services in Gelanggi Cave and lastly to identify local communities' socio – demographic background around Gelanggi Cave. A questionnaire together with a random sample technique was used to collect this data. There was only one item that measured the understanding of local communities' satisfaction that showed highest percentage of understanding about Gelanggi Cave with scored 40.0% which was the attractive view surrounding is suitable for photography activity. However, from the result we can conclude that the area around Gelanggi Cave had very nice view to make it as nature based tourism. Based on result, we can see that local communities' here know about Gelanggi Cave and recommended to the agency which was responsible to provide all the facilities and suggestion given in the questionnaire if they wanted to make Gelanggi Cave as a well - known recreation site.

ABSTRAK

Memahami kepuasan masyarakat tempatan terhadap kemudahan dan perkhidmatan di Gua Gelanggi adalah penting kerana tahap kebolehsampaian ke kawasan tersebut amatlah teruk dan dari segi pelaksanaan aktiviti adalah kurang. Ia juga dikaji untuk menentukan sama ada Gua Gelanggi sesuai ataupun tidak untuk dijadikan sebagai salah satu kawasan pelancongan di Malaysia. Kajian ini dijalankan adalah untuk mengenal pasti faktor yang mempengaruhi kepuasan masyarakat tempatan terhadap fasiliti dan perkhidmatan di Gua Gelanggi. Kemudian, kajian ini juga dijalankan untuk mengenal pasti tahap kepuasan masyarakat tempatan terhadap fasiliti dan perkhidmatan di Gua Gelanggi dan akhir sekali untuk mengenal pasti sosio demografi masyarakat tempatan di sekitar Gua Gelanggi. Kaedah soal selidik yang dijalankan secara rawak untuk mengumpul data ini. Hanya terdapat satu item sahaja yang berjaya mengukur tahap pemahaman masyarakat tempatan terhadap Gua Gelanggi dengan peratusan tertinggi iaitu 40.0% yang menunjukkan keadaan permandangan di sekitar Gua Gelanggi yang sesuai dijadikan sebagai tempat untuk aktiviti fotografi. Walau bagaimanapun, hasil daripada keputusan yang kita peroleh, kita dapat simpulkan bahawa Gua Gelanggi mampu untuk menjadi kawasan pelancongan berasaskan alam semulajadi. Bagi agensi yang ingin menjadikan Gua Gelanggi sebagai tempat tarikan pelancong, mereka boleh membangunkan kawasan yang menarik di kawasan Gua Gelanggi dengan melakukan aktiviti yang mampu menarik minat pelancong datang. Selain itu, mereka juga boleh menyediakan kemudahan yang lebih selesa kepada pengguna.

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For those whose names were not be mentioned, I wish to express my special thanks for their help in one way or another during this project.

APPROVAL SHEET

I certify that this research project report entitled “**Local Communities’ Satisfaction Towards Facilities and Services in Gelanggi Cave**” by Norsyahirah binti Hamzah had been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Parks and Recreation Science in the Faculty of Forestry, University Putra Malaysia.

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TABLE OF CONTENTS

		Page
	DEDICATIONS	ii
	ABSTRACT	lii
	ABSTRAK	lv
	ACKNOWLEDGEMENT	v
	APPROVAL SHEET	vi
	LIST OF TABLES	ix
	LIST OF FIGURES	xi
	LIST OF ABBREVIATIONS	xii
CHAPTER		
1	INTRODUCTION	
	1.1 Study Background	1
	1.2 Problem Statement	3
	1.3 Study Objectives	5
2	LITERATURE REVIEW	
	2.1 Tourism	6
	2.2 Nature Based Tourism	8
	2.3 Local Community	10
	2.4 Satisfaction	11
3	METHODOLOGY	
	3.1 Background of Study Area	13
	3.2 Map of Gelanggi Cave	14
	3.3 Research Methodology	15
	3.3.1 Data Collection	15
	3.3.2 Research Design	16
	3.4 Data Analysis	20
4	RESULTS AND DISCUSSIONS	
	4.1 Respondent's Socio Demographic Characteristic	22
	4.1.1 Age	22
	4.1.2 Gender	25
	4.1.3 Race	26
	4.1.4 Marital Status	27
	4.1.5 Educational Level	28
	4.1.6 Occupation Sector	29
	4.1.7 Income Level	30
	4.2 Local Communities Satisfactions	31
	4.3 Factors Affecting Local Communities' Satisfaction	34

5	CONCLUSION AND RECOMMENDATION	
	5.1 Conclusion	35
	5.2 Implications	39
	5.3 Recommendation	40
	REFERENCES	41
	APPENDIX	
	Appendix A Questionnaire Form	45



LIST OF TABLES

Table		Page
1	Distribution of Respondents by Age	24
2	Distribution of Respondents by Gender	25
3	Distribution of Respondents by Race	26
4	Distribution of Respondents by Marital Status	27
5	Distribution of Respondents by Educational Level	28
6	Distribution of Respondents by Occupation Sector	29
7	Distribution of Respondents by Income Level	30
8	The percentage of Local Communities' Satisfaction towards Gelanggi Cave	31
9	Multiple Linear Regression	34

LIST OF FIGURES

Figure		Page
1	Maps of location of Gelanggi Cave	14



LIST OF ABBREVIATION

%	Percentage
B	Beta
km	Kilometre
RM	Ringgit Malaysia
SPSS	Statistical Package for Social Science
WOM	Word-of-mouth



CHAPTER 1

INTRODUCTION

1.1 Study Background

Nature-based tourism is defined as a substantial and growing market for many countries and deals with tourists' demand for nature-based experiences during their vacation (Laarman & Durst, 1987). Consequently, nature-based tourism is accepted as a growing part of the tourism industry with significant potential to ensure sustainable growth in rural environments. Based on Fredman & Tyrväinen (2010) tourist will get the best experience towards nature-based activities when they start actively in the activities while being there. Other than that tourist firms will utilize the various nature-based elements of motorized products in order to attract tourists (Lyngnes & Prebensen, 2014).

Ecotourism promotes nature-based tourism activities, environmental conservation, and generation of tourism related-benefits to local communities in ecotourism destinations. Perception of people around that place also needed to determine whether the activities or facilities achieved their satisfaction. Knowledge about the particular area and their socio-demographic background will be different if their perception between one people and another are also different (Lew,1997). Three

elements that really attached to one other through exchange process can be identified, environmental, economic and social/cultural can be concluded in terms of resident perception of tourism impacts – costs and benefits (King et al.,1993). Agreement scales can be measure perceptions of impacts or attitudes in this studies area (Weaver et al., 2001; Deccio & Baloglu, 2002; Sirakaya et al., 2002).

Activity include majority of leisure and tourism that also have an element of active participation and involvement in the activity. In everyday life people will try to find out something with different memorable and extraordinary experience (Mossberg, 2007). Sometimes the authenticity of several places will be damaged because of the conflict between a story that they make. Otherwise, in nature and culture-based tourism would be managed by staging and facilitating in conflict with protecting and preserving. In economy experience, the greater the knowledge of how the different resources can be arranged and staged to be attractive experience (Pine & Gilmore, 1999). There are a lot of nature-based resources that can be divided into topography, climate, hydrology, wildlife, vegetation and location (Weaver & Lawton, 2010). From here we know that attractive experiences in nature are important towards tourism industry.

1.2 Problem Statement

This study was conducted in order to identify factors that affect local communities' satisfaction towards facilities and services in Gelanggi Cave.

People are attracted to Gelanggi Cave because of the activities provided there. Other than the facilities provided there was very well maintenance but just for two or three years. According to local community around there just for a sight-seeing concluded that these cave have many attractions with well - known name. All the facilities and activities provide there will fulfill visitor's satisfaction level in aspects of cleanliness, suitability of activities, variety of activity, strategic location of facilities, good maintenance and safety aspects.

However, in this studies also have word of mouth (WOM) which is act as a primary source of informational influence in customer or visitor repurchase decision making as well as activity there with expressing satisfaction or dissatisfaction with a service experience (Repo, 1999).

The study of word of mouth is not a new thing in this industry (Richins & Root-Shaffer, 1988). Consumer engage in expressing WOM for many reasons includes preventing others from experiencing the same problem that they had encountered, seeking advice on how solve their problem, venting their anger through WOM as a way to reducing

cognitive dissonance, and retaliating against the offering company (Henning-Thurau et al.,2004). From here we know that people who had their experiencing that place will come out with many problem or comment about that place. Communities here also talk about the place's signboard which can lead the tourist to come to the cave safely and smoothly.

Moreover, there is lack of information about Gelanggi Cave. After that, the accessibility also really poor with the hole everywhere and will gave a bad happened to the cars that come in. From here, we know that this kind of problem will cut the satisfaction of the visitors come to that place. So this survey should be able to help the management there by identified the satisfaction of local community towards this cave as a nature-based tourism site.

1.3 Objectives

The general objective of this study is to identify satisfaction local communities' towards facilities and services in Gelanggi Cave.

- To identify local communities' socio - demographic background around Gelanggi Cave.
- To identify local communities' satisfaction towards facilities and services in Gelanggi Cave.
- To identify factors affecting local communities' satisfaction towards facilities and services in Gelanggi Cave.

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